KELLY GIBSON

www.kellyegibson.com | kellyelizabethgibson@outlook.com | + 1 (613) 219 0868 | Toronto, ON

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Wordpress, Adobe Premiere Pro
Programming: HTML, CSS, SQL, Python, Racket, JS.p5, Git, VSCode, PGAdmin, Github, Docker Desktop

PROFESSIONAL EXPERIENCE

Product Designer, REEL Outline, *Remote*   *Sept 2023 - Present*
- Led the user interface design of REEL's digital healthcare platform for its initial release to pharmacies across Ontario.
- Built over 15 interactive prototypes for critical workflows, applying best design practices to present and justify decisions to stakeholders and the cross-functional team.
- Improved usability and efficiency of prototypes by reducing error rates by 40% and decreasing task completion times by 33% in key user flows, based on A/B testing.
- Reworked existing wireframes to align with the product's evolving scope, functionalities, and business goals.
- Updated and expanded the design system and component library to ensure consistency and scalability in designs.

UX Designer & Database Architect, Open_IMS, *Remote*   *June 2023 - Sept 2023*
- Designed the user experience and interface of a custom inventory management system for a pharmaceutical wholesaler.
- Modeled database relationships and wrote SQL commands for the creation of 7 initial tables, specifying data types and identifying primary/foreign keys to solve data integrity challenges and successfully initiate the database migration.
- Owned the design process end-to-end: conducted user research, performed a competitive audit, sketched wireframes, made prototypes, and iterated on designs based on feedback from the client and developers.
- Ensured technical feasibility by collaborating with developers, aligning the UI with the database structure for efficient functionality, accurate data retrieval, and an optimized user experience.
- Created and maintained a design system for seamless design handoff, and provided feedback on GitHub pull requests to ensure accurate implementation.

Packaging Designer, BravoKids, *Remote*   *Jan 2023 - Mar 2023*
- Supported BravoKids' expansion efforts by creatively reworking the packaging of 24 products in Adobe Illustrator to align with North American market standards.
- Translated packaging exterior and contents, including short stories and instructions, from Mandarin to English and French ensuring compliance with Canadian bilingual packaging regulations.

Marketing Coordinator, SHEA Global (acquired by HSO in June 2022), *Remote*   *Apr 2021 - Aug 2022*
- Contributed to a small marketing team, producing and refining marketing materials to support business activities.
- Designed and launched a B2B website showcasing services and success stories from retail clients.
- Built and managed a digital asset library with 500+ items, standardizing content naming and tagging to enhance searchability and accessibility.
- Led the recruitment process for 3 marketing roles, including Marketing Manager and Marketing Coordinator, by screening candidates, conducting interviews, and evaluating take-home assessments to guide final hiring decisions.

EDUCATION

University of Waterloo, Waterloo, Ontario   *Sept 2018 - Apr 2023*
Honours Bachelor of Global Business and Digital Arts, Computing Minor, with Distinction

Coursera
Google UX Design Specialization   *May 2023 - Jul 2023*